

THE STORY OF OUR NEWSPAPERS

Chanchal Sarkar



Registered No. M 1092

ఆంధ్రపత్రిక

ప్రతిదినము బుకటింపబడును.

VOL. I

సంపుటము

తెలుగు పత్రికలు ఏప్రిల్ 1907 నాటికి నాడు కలిపినవి.

No. 6.

సంపుటము

దినపత్రిక

ప్రతిదినము 10 పేజీలు కలిపి పంపించును.
 ప్రతిదినము 10 పేజీలు కలిపి పంపించును.
 ప్రతిదినము 10 పేజీలు కలిపి పంపించును.
 ప్రతిదినము 10 పేజీలు కలిపి పంపించును.

ప్రతిదినము 10 పేజీలు కలిపి పంపించును.
 ప్రతిదినము 10 పేజీలు కలిపి పంపించును.

ప్రతిదినము 10 పేజీలు కలిపి పంపించును.
 ప్రతిదినము 10 పేజీలు కలిపి పంపించును.

ప్రతిదినము 10 పేజీలు కలిపి పంపించును.
 ప్రతిదినము 10 పేజీలు కలిపి పంపించును.

ప్రతిదినము 10 పేజీలు కలిపి పంపించును.
 ప్రతిదినము 10 పేజీలు కలిపి పంపించును.

ప్రతిదినము 10 పేజీలు కలిపి పంపించును.
 ప్రతిదినము 10 పేజీలు కలిపి పంపించును.

ప్రతిదినము 10 పేజీలు కలిపి పంపించును.
 ప్రతిదినము 10 పేజీలు కలిపి పంపించును.

ప్రతిదినము 10 పేజీలు కలిపి పంపించును.
 ప్రతిదినము 10 పేజీలు కలిపి పంపించును.

ప్రతిదినము 10 పేజీలు కలిపి పంపించును.
 ప్రతిదినము 10 పేజీలు కలిపి పంపించును.

ప్రతిదినము 10 పేజీలు కలిపి పంపించును.
 ప్రతిదినము 10 పేజీలు కలిపి పంపించును.

అమృతాంజన

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజన

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

అమృతాంజనము.

1 THE STORY OF OUR NEWSPAPERS

A dull thud awakes you early in the morning. The newspaper-boy has pushed a roll of the daily news through the slit for letters in the door or flung it into your third floor balcony. It is usually the first excitement of the day. You try to snatch a glance at the Wimbledon results or the details of the Rover's Cup play before your parents hustle you off to get ready for the school-bus. They, meanwhile, are immersed in matters like the Prime Minister's speech in Parliament or a daring dacoity in Bundelkhand. Everyone is quite put out if the newspaper doesn't come some morning.

But by the next day the newspaper lies sad and ignored. The cook will probably take it to line her shelves or wrap vegetables. A newspaper has a life of only one day.

Most of India's daily papers come out in the morning. In some cities, Bombay, Delhi and Calcutta, for instance, some

1986 (Saka 1907)

© Chanchal Sarkar, 1986

Rs. 2.50

Acknowledgements

The Hindu
pp. 38-39, 40-41, 42-43

The Statesman
pp. 32-33, 35, 36, 37

Published by the Director,
National Book Trust, India, A-5,
Green Park, New Delhi 110 016;
photocomposed at Kapoor Art
Press, A-38/3, Mayapuri, Phase I,
New Delhi 110 064 and printed at
NuTech Photolithographer, 10/1-B
Jhilmil Industrial Area, Delhi
110 032.

విడుదల: ఆంధ్రపత్రికా కార్యాలయము, నెం. 9, చాచలి సెంటర్, మద్రాసు.

evening papers still survive but by and large India is a morning-paper country and its papers are printed at dead of night.

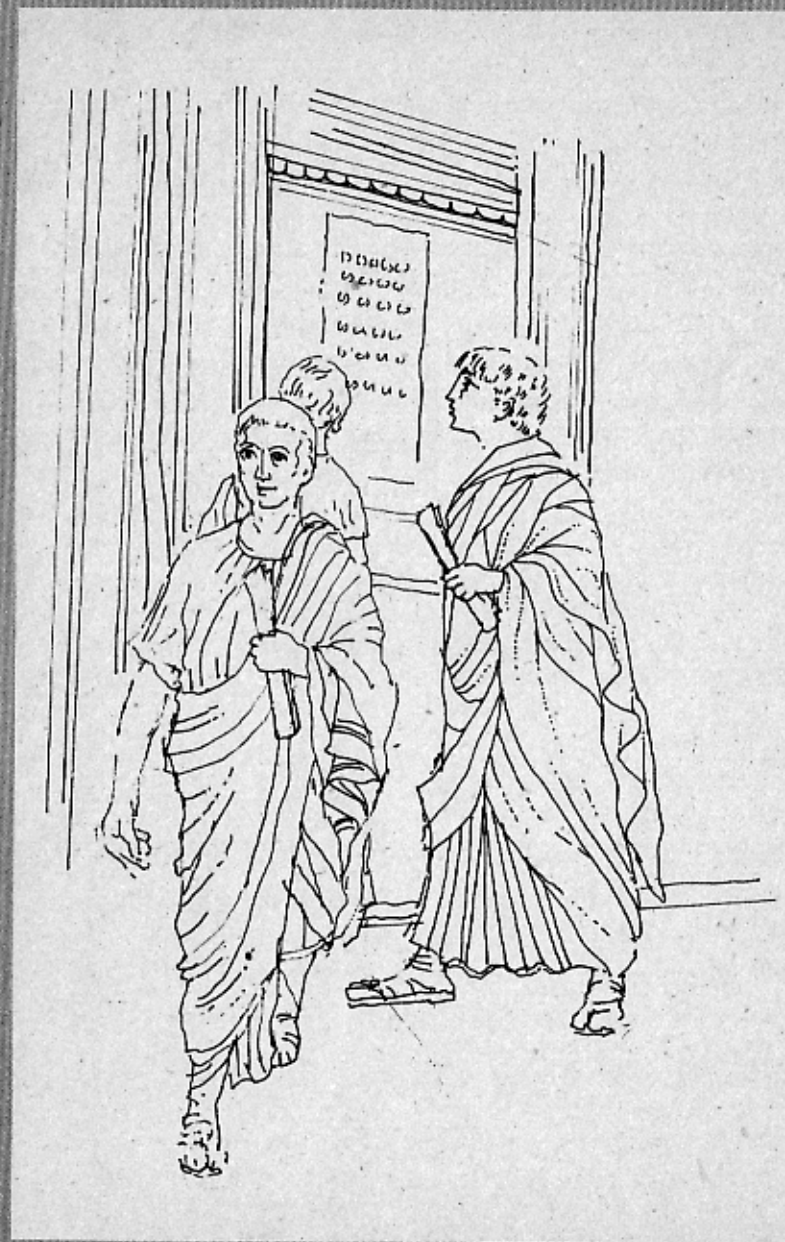
If you live in a small town you may get your local paper in the morning and the 'dak' edition of a 'national' newspaper later in the day. The dak edition usually has yesterday's news, which normally should not be news at all. But people like to read the details of what may have happened in Delhi, Bombay, Madras or any other city.

Have you ever wondered how hard some people must have worked—all night, every day of the week, even Sunday—to get your newspaper ready so early in the morning? But imagine how much harder the newspaper men would have had to work if newspapers were entirely handwritten? Yet that's how newspapers began.

Beginnings

If we are looking for the origins of today's newspapers we should go back to the Romans under Julius Caesar. He started issuing handwritten public announcements called the *Acta Diurna* which means 'Daily Events' and in 59 B.C. the *Acta Senatus* which were a summary of the debates in the Senate. These were pasted up on walls at convenient places for the people to read. But soon some government officials objected to the people knowing too much about them and the news bulletins were discontinued. This was perhaps one of the earliest acts of censorship.

In the fifteenth century in Europe printing presses came into use, though the Chinese had invented printing much earlier. The printed word now became one of the most important means of communication. News-sheets could now be produced much



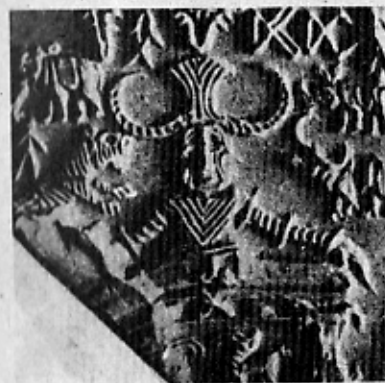
quicker and more easily. After this, it was but a short step to newspapers.

The first newspapers appeared in the sixteenth century and contained mainly commercial news. Later they included political news, since the decisions of the government had a direct impact on commerce and trade.

One of the first 'war stories' came out in 1513 in a 'newsbook' called "The Trewe Encounter of the Battle of Flodden Field". Here at last we had the beginning of today's newspaper which carried not only commercial and political news but the germ of what we now call 'current affairs'. Finally, the first newspaper of general interest the *Avisa Relation oder Zeitung* was published in 1609 in German.

2 HISTORY OF INDIAN NEWSPAPERS

Printing and distribution in India don't have roots that go back very far. True, the seals of Mohenjodaro, the edicts of Ashoka carved on rock, did carry the seeds and idea of communication other than by the spoken word but we never developed anything



Mohenjodero Seal

like the printing press. And although printing with blocks on cloth has an old history, somehow the link between communication and printing remained unexplored in India. Urgent news was conveyed by relays of runners while roving minstrels spread ideas over the great area of the country. Under the Mughals



Ram Mohan Roy



Surendranath Banerjee

Bengal the culture and political ideas of the West. Modern Indian journalism had arrived and even though the 1857 mutiny did bring a temporary setback to the growth of newspapers, the course had been set.

Strict laws about the press were passed by the government as a result of the mutiny. These were criticized by several Englishmen too. They felt that a free press could act as a safety-valve as well as help keep the government informed.

Despite very harsh censorship laws, papers like Dadabhai Naoroji's *Rast Gofar* and Surendranath Banerjee's *Bengali* continued to publish their views on social evils. Among these was also a weekly *Young India*, started in 1919. Its editor was Mohandas Karamchand Gandhi. The Mahatma was not content to be a lawyer; as a social and political worker he clearly

Subscription yearly Rs. 5.
Half yearly Rs. 3.

THE SIMLA VISIT

YOUNG INDIA

Published Every Wednesday.

Edited by M. K. Gandhi.

New Series
Vol. III, No. 21

AHMEDABAD, WEDNESDAY, MAY 20, 1921

{ PAGE TWO ANKAS
THE CORR.

Notes.

Maulana Mahomed Ali—I observe that the *Indian Social Reformer* takes me for not having said anything about Maulana Mahomed Ali's speech at Madras, and not having criticised Lala Lajpat Rai's at Bombay. I must not answer the inference and the innuendoes contained in the paragraph. Critics do not know under what difficulties I edit *Young India*. I rarely read newspapers. I cannot even get them during my incessant travelling. But having read this criticism, I purposely procured at Simla a copy of the Maulana's speech. I have only just read it. I have twice read the paragraph criticised, and I am of opinion that it contains nothing in it that is objectionable. The speech is certainly not inconsistent with his interview at Allahabad. In the Madras speech, he simply states the Muslim position. In the Allahabad interview, he has accepted my application and restriction of the ideal Muslim conduct. There is no doubt that if the Mussalmans could take up arms, they would be in a defence of Islam. The difficulty arises because of our belief in the impossibility of the Afghans invading to defeat the British without wishing at the same time to occupy India. That may be but will be a good reason for Mussalmans, if they are true to India, not joining the Afghans even if they were able. But we may not dispute the theoretical religious right of Mussalmans to state their correct position. We can only honour them for it. The two great qualities of the brothers are their bravery and sincerity. And I can read nothing but these two qualities in the Madras speech.

Lala Lajpat Rai—Let me take the *Indian Social Reformer* into the secret of my methods. My assistant drew my attention to the hostile criticism of Lajpat's speech and asked me whether I wished to say anything upon it. I had not the text of his speech before me, nor had seen any criticism. I therefore wrote to Lajpat, asking him to enlighten me on the matter, and suggesting that he should apologise, if a single hasty word was uttered. It has been my privilege on close acquaintance to find him generous, forgiving and frank. He said in his letter that his Bombay speech was a specially considered utterance, and that he had not attacked any person in it. He had only dealt with the action of the Moderates as a

party. He sent me the cutting for my opinion. This was whilst I was in Simla. I was unable to read it and had forgotten all about it, till the *Reformer's* rebuke reminded me of it. I have now read Lajpat's speech and have much pleasure in stating that I find nothing offensive or discourteous in it. It is undoubtedly in Lajpat's fighting style. It is a party speech. He has adopted, by long residence in the West, the western form of criticism. But it is best western form. There is nothing vulgar in it. His charges are not unjustified by the conduct of the Moderate ministers. His worst charge is that they have merged themselves in the bureaucracy. It is a serious charge to make, but the instances adduced by him surely prove it. The Moderates may retort, if they choose, that outsiders cannot appreciate the difficulties of the ministers. But that is just what proves the error of the great leaders who find themselves allied with the Government. They should have known that each would be their lot, or they should now know by experience, that it is no use being ministers, until they have an effective control over the Government policy. All the repression that is now going on, is almost as bad as before. It makes little difference that now there is the force of a trial. The fact is, that most of the political sections of the Penal Code are such as to bring almost every non-co-operation speech under them. I believe that if I was charged, I should have to plead guilty to the charge of sedition. It is the duty of a non-co-operator to preach disaffection towards the existing order of things. Non-co-operators are but giving disciplined expression to a nation's outraged feelings. I should like to see a considered reply to Lala Lajpat Rai's strong indictment. In my humble opinion, the speech of Lala Lajpat Rai does not betray any loss of temper, and is quite in keeping with the advice he tendered the youth of the country in his concluding paragraphs.

'A Messenger of God'—I have received a cutting, in which I am reported to be credited with being a messenger of God, and I am asked whether I wish to have any special revelation from God. I have already dealt with the miracles attributed to me. As to this latest charge, I must dismiss it. I pray like every good Hindu. I believe that we can all become messengers of God, if we cease to fear man and seek only God's Truth. I do believe I am seeking only God's Truth and have lost all fear of man. I therefore do not

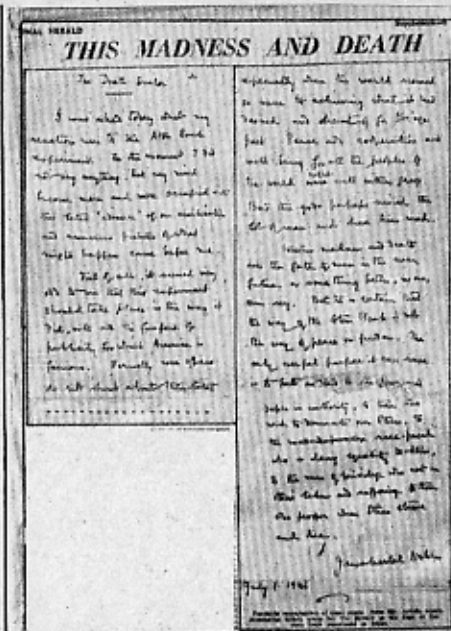
Although Benjamin Guy Horniman, the formidable editor of the *Bombay Chronicle* called *The Times of India* "the old woman of Bori Bunder", he couldn't quite compete against this paper. A paper which is not as old as these but has some historical significance is the *National Herald* which was started in 1938 with Jawaharlal Nehru as the Chairman of the Board of Directors. It is a party newspaper, one of the few to survive so long.

Many courageous and talented people were attracted to journalism in those days. Benjamin Guy Horniman was a supporter of the Indian cause. In a demonstration against the partition of Bengal in 1905 he walked barefoot through the streets wearing a dhoti. He led a campaign against the erection of a memorial for Willingdon. During the great influenza epidemic in 1918 he went from house to house helping people. He offered satyagraha against the Rowlatt Acts and when he wrote against the Amritsar massacre he was dragged from his sickbed and deported in 1919. In 1921 he returned without permission.

There was Rudyard Kipling (the author of *Kim*, *The Jungle Book* and *Barrack Room Ballads*) too. He was on the editorial staff of the *Civil and Military Gazette* in Lahore and spent his time reading proofs of dull government reports. Naturally he began satirizing the government. His poems, later published as "Departmental Ditties", first appeared in the *Civil and Military Gazette*. But much of his satire irritated his seniors, so he was transferred to *The Pioneer* in Allahabad, where he continued his light verse and satirical writings. But newspapers took themselves seriously and Kipling was not much appreciated. Later those editions of *The Pioneer* sold in the United States for



Benjamin Guy Horniman



An article by Nehru in the *National Herald*

several hundred dollars. The *Civil and Military Gazette*, it is said, still keeps a room in his memory.

Thus you discover that Indian newspapers, edited and published by Indians, of course, but also some Britishers, were directly linked with the stirring story of India's fight for independence. You should know some of the colourful names of these newspapers: *Kesari*, *Maharatta*, *Indian Review*, *Bombay Chronicle*, *Liberty*, *Forward*, *Advance*, *Servant of India*, *Justice*, *Bengali*, *Bande Mataram*, *Al Hilal*, *Swarajya*, *Hitvada*.

यत्तं निजः परो वैति मन्मता लघुल्लसत्ताम् ।
कदाच्युतिनामस्य मधुमेव कलम्बकम् ॥३॥

१ भाग { समाप्तक सम्पाद १८४० वि० आश्विन शुद्ध १८ चतुर्विंश १० मर्त्य शुक्ल पुष्य ६० { अंक २

४३१ मायनजीवन या काम
अविमर्शित या काम मन्मथ मन्मथ १३/२

BHARATJIWAN.
PUBLISHED EVERY MONDAY

BENARES.

[illegible][illegible]

पौर भोक्त पर भगवा चण वाता के
 हम नंथी के कि हम नर गोरान्न भवा
 यही का दन भी माना जाई दिवस से
 नको चलाता नो वरना होय चम विजु-
 वातिनो के के निर भगवा के मलय के
 कि "वदन्त पञ्चाङ्ग" भी पौर भोक्त के दन हो
 बिच"—राठक हम पाव भोगी को पौ-
 डा न भगान्न भाविनके से दनाने का
 दनानी के विचमें पौर भोक्त को आम इ-
 नानि कि चकार चणन विरा

[illegible][illegible]

കോതാരി സാരികൾ

കോതാരിൻ

The Mathrubhumi.

an old Malayalam daily

The weekly *Bharatiivan*

[illegible]

The *Swadesamitran*, a Tamil daily, more than 100 years old

A few of them are still alive but most have passed into history.

The history of newspapers all over the world and through the centuries will show that the most tyrannical government cannot keep down the people's urge for free expression. Newspapers are a splendid way of keeping ideas alive and of upholding the peoples' right to know. Today as many newspapers die as are born. India has many newspapers and magazines. This apparently large number is misleading. Take the daily papers. Their total circulation is nine million only. This against a count of six hundred and eighty-five million people and nearly two hundred and fifty million literate people is ridiculously small, hardly enough to keep the people informed.

3 THE NEWSROOM AND THE EDITOR

The heart of a newspaper is the newsroom. This is where news from the city, from the country and from the world is collected. From it reporters go out to gather material for their stories and it is here that they bring or telephone their despatches in. Here, too, the teleprinter machines chatter all day and night with news from the major centres in India and the world. Districts connected by teleprinters also send in their news. Teleprinter machines are like typewriters linked by electric wire or by radio waves. When an operator types out a message from an office, say in Delhi, it is simultaneously received in all the interconnected newspaper offices not only in India but all over the world.

News also comes in from Press releases, that is, announcements made by government, industry or trade. Another source of news is news agencies. These are

organizations that employ correspondents and reporters who send their news to a central office. Indian news agencies are the UNI and PTI which transmit news in English and Samachar Bharati and Hindustan Samachar which transmit news in Hindi. Some well-known foreign news agencies are AP (American) and Reuters (British). So when you see these names in your newspaper it means that the paper has used the account of that particular agency.

It is the work of skilled people to scan this vast sea of words, make a selection, cut down what is selected to size and then serve it up attractively to its readers. There has to be selection because no matter how large the paper the amount of material that a newspaper receives every day may be more than twice as much as it has room to print. That is where direction and editorial leadership count.

Since a newspaper is a mixture of many items—'hot' news, feature articles, opinion columns, editorials, sports news, financial news, photographs, advertisements, etc.—there has to be a system by which to decide broadly the contents of the next day's paper. This is usually done through a series of meetings. The editor has meetings with several different groups. The news editor, the chief sub-editors, and the chief reporter, for instance, discuss what news is expected to flow in and what developments are to be followed up, what stories the paper is to dig into and investigate, deciding broadly what is to be covered and by whom.

The editor also meets his colleagues who write the 'editorials' which comment on topics of current interest and decides with them the subjects to be covered for the next day. He then discusses other items to be included with specialists on

আনন্দবাজার পত্রিকা

পেট্রোলিয়ামের এই দর নুহি

সুপ্রসিদ্ধ পেট্রোলিয়ামের দর নুহি... (The text continues with details about the oil market and its impact on the economy.)

কলকাতার কলকাতা



কলকাতার কলকাতা... (Caption describing the photograph.)

ভাষানির চরমের বার আনাই

এখন ব্রহ্মপুত্রের গর্ভে

ভাষানির চরমের বার আনাই... (The text discusses the political and linguistic issues in the region.)

শ্রমিকদের দাবি

শ্রমিকদের দাবি... (The text reports on the demands of workers in various industries.)

শ্রমিকদের দাবি

শ্রমিকদের দাবি... (The text continues with more details about the workers' demands.)

শ্রমিকদের দাবি

শ্রমিকদের দাবি... (The text provides further information on the labor movement.)

শ্রমিকদের দাবি

শ্রমিকদের দাবি... (The text discusses the impact of the demands on the economy.)

শ্রমিকদের দাবি

শ্রমিকদের দাবি... (The text continues with more details about the labor movement.)

শ্রমিকদের দাবি

শ্রমিকদের দাবি... (The text provides further information on the labor movement.)

শ্রমিকদের দাবি

শ্রমিকদের দাবি... (The text discusses the impact of the demands on the economy.)

শ্রমিকদের দাবি

শ্রমিকদের দাবি... (The text continues with more details about the labor movement.)

শ্রমিকদের দাবি

শ্রমিকদের দাবি... (The text provides further information on the labor movement.)

his staff which could comprise an art editor, sports editor and an advertisement manager. The art editor decides on the photographs and illustrations and the advertising manager deals with the advertisements and informs the editor how much space has been booked. By now a picture of how the next day's paper will look will have emerged. It can, of course, be changed by events and everyone must be ready for alterations if important news comes in.

The Newsroom

To get to know the people who work on the editorial side of a newspaper let's put them all into one large room. In fact, that is how a modern newspaper likes to distribute its staff—in a large, quiet room where a few people are fenced off but even they are often in glass cubicles, in full view of all eyes. The room is quiet because modern electronic press technology is quiet.

The room will be divided into two sections, one part deals with the news which has to be searched for or reported and the other where it has to be edited. The reporters are the people who go out to cover diary events, that is to say, happenings announced beforehand and entered into the paper's 'diary'. They may also be doing features thought up by the paper or maybe a follow-up of a previous incident. Some will be investigative stories where the reporters dig and expose some wrongdoing which sometimes gets them appreciation and applause from the public. The common garden reporter starts by covering some set beats—crime, courts, the municipality. Unlike a few years ago there are now quite a number of girl reporters who have proved that they can more than pull their weight in this often exacting job.

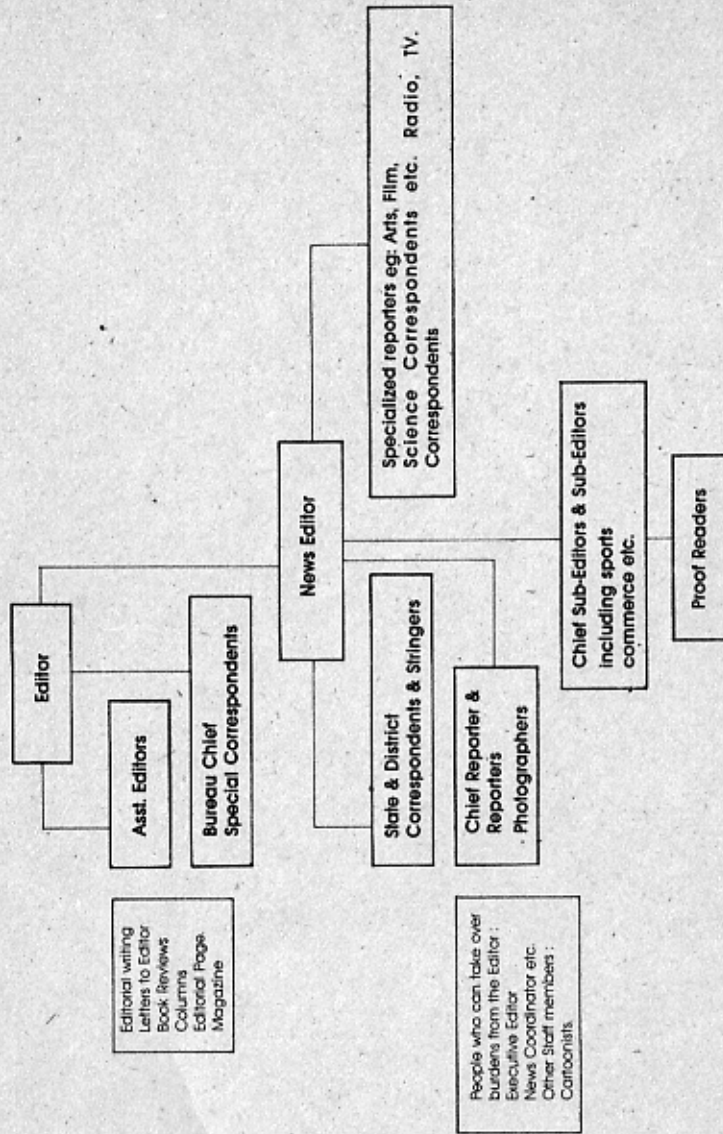
Starting with the dull, everyday beats the reporter gradually gets to specialize. Sports reporters cover only sport, crime reporters do any crime and soon get to know a lot of people in the police and underworld who are useful contacts.

Once upon a time all the equipment that the reporter needed was a notebook and pencil. After returning from his assignment he usually typed out his story. Shorthand used to be a necessary skill. Today, reporters are more and more using tape recorders, especially for interviews. Indian language reporters still handwrite their 'copy' though in some languages typewriters are becoming common.

Another group of people are reporters really but they have, especially in Delhi, got themselves a more impressive-sounding name—special correspondent or special representative. They cover Parliament and various ministries of the Government of India. They often have to sit through dull speeches and boring debates, but sometimes are rewarded by an exciting happening if they keep their eyes open. Others give themselves fancy names like diplomatic correspondent, industrial correspondent, science correspondent or in one paper recently, women's affairs correspondent.

The sub-editor edits and rewrites all the news and features that flow into a newspaper office through the ticker (be it teleprinter or telex) or by mail as well as the copy that reporters hand in. Sifting material, pruning long items to the required length, giving good headlines, and rewriting is a very skilled job but sometimes the active reporting types find it too desk-bound a job. It is a matter of temperament, some people like desk jobs and others prefer work where they are out and about, meeting people, using their contacts, digging for information. In fact no

Chart of Editorial functions in a letter press daily newspaper



work of the correspondents of the paper who work from other cities.

The larger the paper the more elaborate is the organization. There are deputy news editors, science editors, picture editors. But all threads lead to the editor whose main job is of leader and coordinator. The closest comparison is with the conductor of an orchestra. Every musician of the orchestra, playing his own separate instrument, is called up and directed by the conductor to fit into the symphony.

The editor, who will most certainly get a cubicle to himself or herself, can mean different things in different papers. In one he can be more a writing man, deciding, writing, passing the editorials and generally controlling the editorial page, leaving the rest to his colleagues though having a loose control over them. Or he could be a planning person most of whose time and creative energy are taken up with planning the ways the news will be displayed and the views it will express on major topics so that he often has no time for writing a line. This might seem strange but some of the world's most dynamic editors are those who are busy churning up ideas, planning and inspiring others to write.

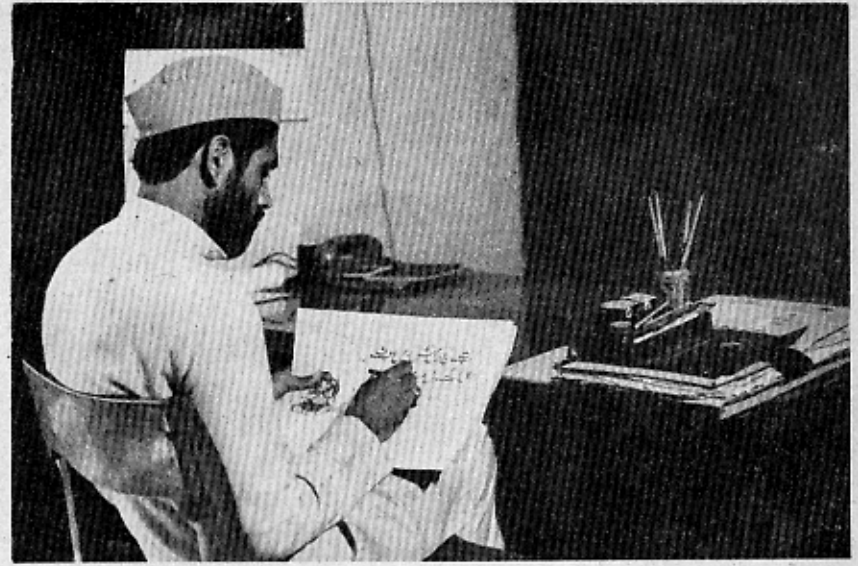
The Indian editor, however, has often tended to be an editorial or column-writing person and not a planning person. In some countries the planning model is favoured and a few Indian editors are trying to follow this pattern.

4 HOT OFF THE PRESS

Who are the people behind newspapers? You might think there is a simple, one-word answer—journalists. You would be only partially right.

For a newspaper to carry news and views which journalists report or present, it has to be printed, it has to have a business organization which buys machinery and raw materials, maintains accounts, distributes the paper and, generally, runs the show. Somebody has to own it, whether it is an individual, a family, a trust, a group of partners, a political party or even a group of industries.

Let us look into the printing rooms. There are a lot of people who work in the printing press. There might also be calligraphists (handwriting experts) in the older Urdu newspapers (and even in some modern ones with photo printing processes) who write each page by hand before it is printed off.



A calligraphist at work

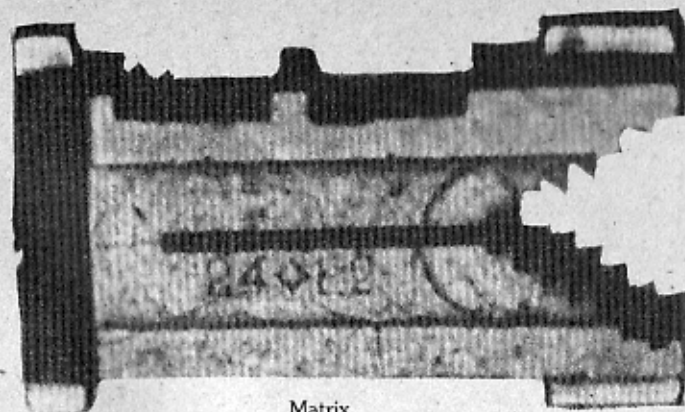
There are proof readers whom people often dismiss as of no account but who are, in fact, important because the more carefully they do their work and the fewer mistakes there are in the paper, the more do people tend to have faith in what they read.

We mustn't forget the people who supply the news and those who reach it to readers' homes. Sometimes they are the same people. Apart from the reporters that a paper has in its main office there are correspondents in district towns and, even in villages. They send their news in by mail and by telegram. Some even telephone it in. Not all work full-time on the paper. They may be teachers, lawyers, businessmen who are journalists in their spare time to make a little extra money.

In very small places those selling the paper—the agent—

and those supplying news—correspondents—are the same people. This is often true of Kerala where more people can read and write than anywhere else in India and where some papers have circulations of three and four lakhs.

Today, of course, there is more and more specialization. There are designers whose job it is to plan the appearance of a page down to the smallest detail. There are photographers and photo-editors who go through hundreds of pictures daily before



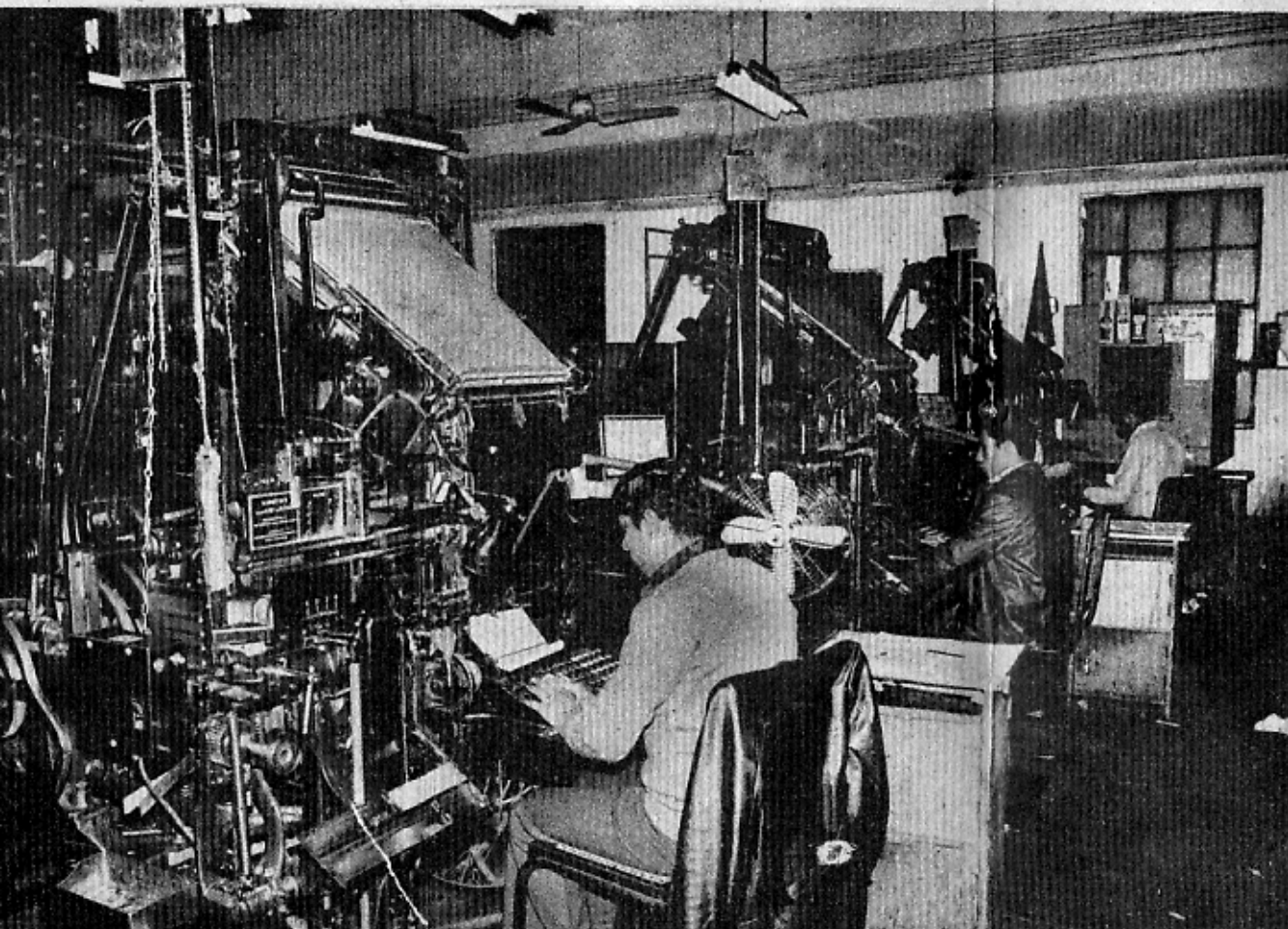
Matrix

choosing the few they want. There are writers and correspondents who specialize in science, architecture, defence, the environment, education, religion, etc.

Technology

A far cry from the relative peace of the newsroom, in a large hall on the ground floor or in the basement, is the printing press. Somewhat like a ship's engine-room and something of a factory, the press awaits the finally composed paper.

Great heavy metal monsters stand in this hall. These are linotype machines, which are like small foundries or metal factories with lead pieces hanging over them waiting to be melted and cast into 'slugs' or little slivers of lead type. This begins to happen when the reporter's typewritten copy is set by a



Linotype machines

typograph on a linotype machine. A typograph resembles a typewriter but when the operator works the keys little moulds are spun out (called matrix) and pressed on to lines of molten lead forming whole lines. This is why the name 'line o'type' was given to the process.

Trays filled with lines of the lead type are fitted into a large metal frame. This is a page which with its headlines has been composed in metal. A special kind of cardboard called a 'flong' is then pressed on to this fully-assembled page and an impression taken. The flong is bent into a concave sheet and molten metal is poured into it. When cool this sheet, weighing about thirty kilos, is clamped on to the rollers of the press. At the other end, huge rolls of clean newsprint are slung on to spindles. Once the press starts to roll, with a rumble and a clatter, fifty to sixty thousand newspapers will be spewed out each hour if the press is a fast one.

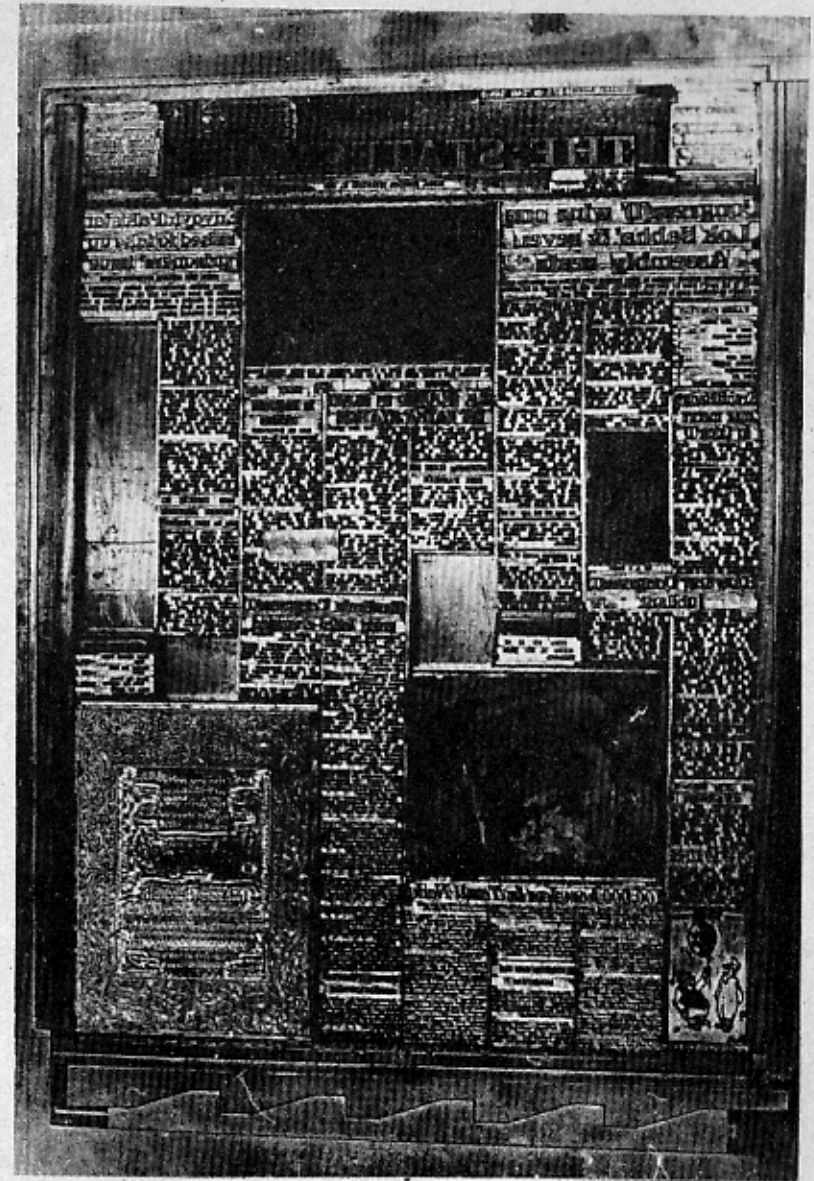
There is another way of printing called the offset method. Here a negative is made from which an offset plate of zinc or aluminium is made. The printing area is then treated with water or other chemicals to repel the ink or to accept it.

Newspapers are printed on a special kind of paper known as newsprint. This paper is very absorbent and ink dries on it quickly and does not smudge during printing.

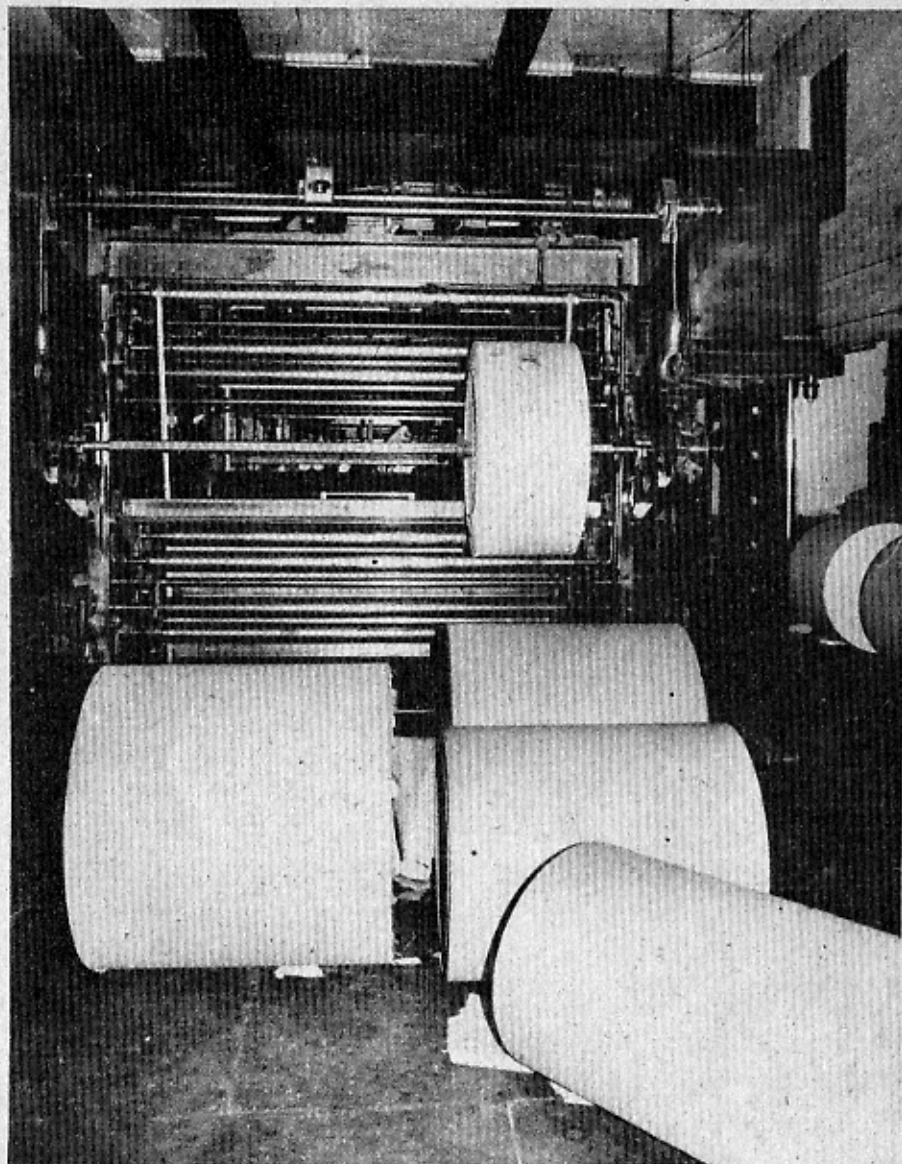
Apart from printing, machines also cut, gather, fold and stock the newspaper.

There is a great deal of noise and bustle: men move mountains of paper, workers wearing overalls and aprons grunt under the load of trays of lead slugs, everyone rushing to get the next day's newspaper out in time.

But the clatter, the din and dirt associated with newspaper



Page make-up of a newspaper



Rolls of newsprint paper



Matrices

printing is likely to be soon replaced by the quiet hum and whirl of electronic newsrooms. Already *The Hindu*, one of our great dailies is using photo-typesetting and the facsimile method, which is very like the radio-photo, to make production easier and a lot quicker. In this method the image of its pages is sent from the head office to other offices in Coimbatore, Bangalore and Hyderabad.

The electronic revolution has brought even more drastic changes in the newspaper world in other countries. New methods have made it possible to produce a newspaper with less effort, less manpower and in less time for less money. In thirty minutes fifteen pages can be edited, composed and produced for you to read. The heart of all this activity still lies in

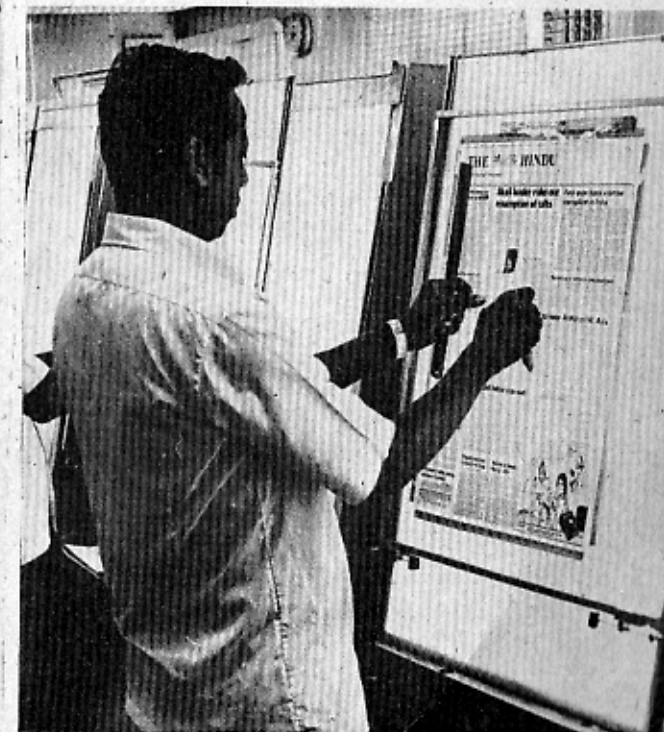
the newsroom—but with a difference: it is now an electronic newsroom. Where there were once chief sub-editors, sub-editors and assistant editors, compositors and proof readers, it is now possible for just one man to do all these jobs and quicker. A journalist can now have his electronic typewriter attached to the phone, type out his story, have it directly received in the electronic newsroom, where a sub-editor scans and corrects it on a screen, feeds it into a composing computer which flashes it back to him as proof-copy, in a matter of minutes. Agency messages, too, are directly fed into the computer composing machines. The scanning screens are called visual display terminals and the printing is done by computer controlled photo-typesetters. Even newer is the digital transmission and electronic transmission of full pages by means of satellite. Soon



Video terminal typesetting operators at work

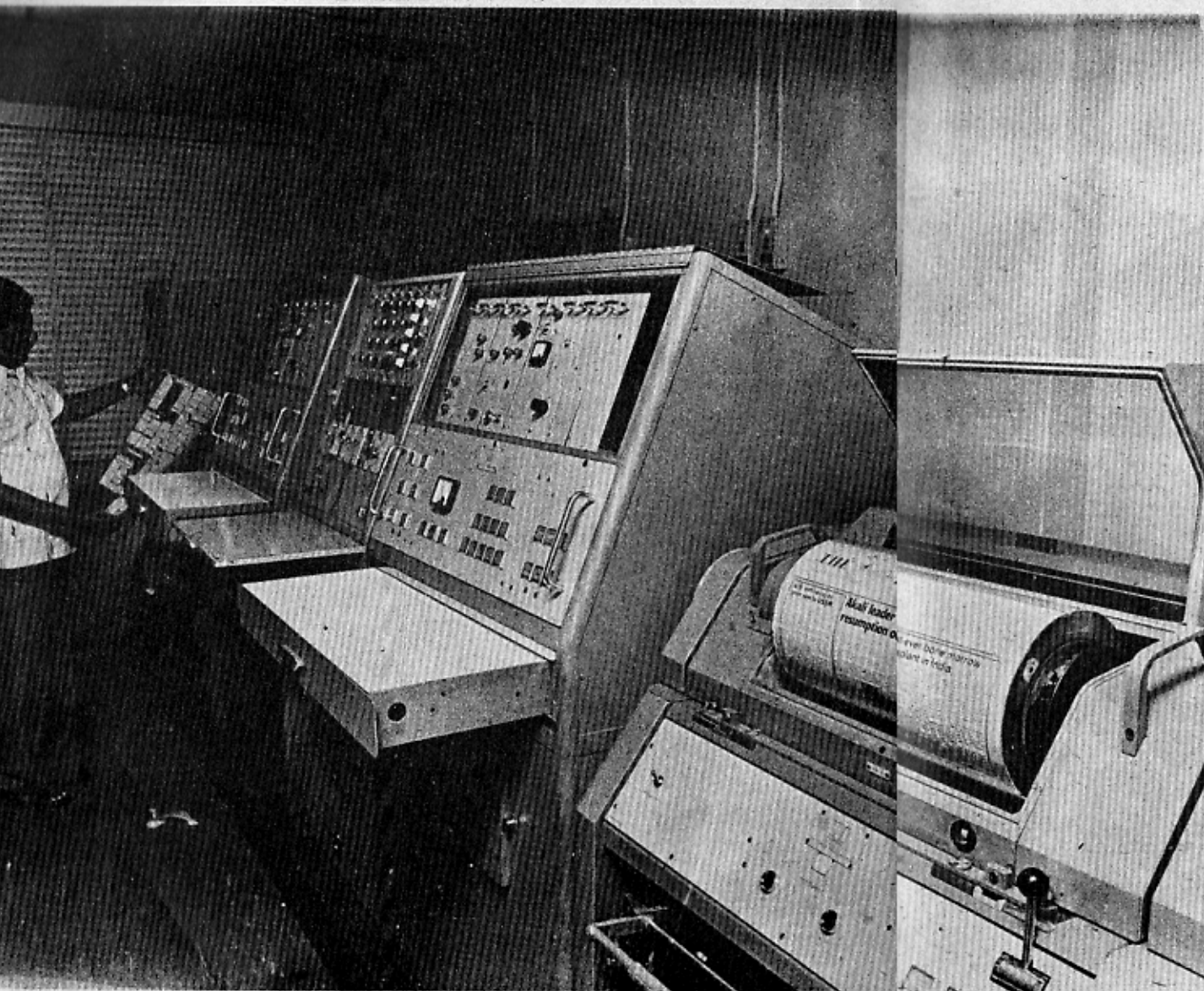


Computer output section



Paste-up of paper

computer controlled ink jets will 'spray' ink on to newsprint, and plateless printing will become a reality.



Facsimile transmission

In India changes are coming but our newspapers provide work for many people and speed is not as essential to us as to technologically advanced countries.

5 MANAGEMENT

In many small Indian newspapers there is only one centre of power—the manager and the editor are the same person and usually he is the owner as well.

Today there are many models of ownership and control. We must try them. There could be papers run by a cooperative of the people who work in them, alongside those that are run by a publisher and manager.

Without an editorial staff there would be no product. But without the managerial staff a paper couldn't survive. In most countries a newspaper costs less than the price of the paper on which it is printed. This is possible only because the newspaper sells space to advertisers and it is the advertisements that not only pay the costs of production and the editorial and managerial salaries, but also allow the newspaper to run at a profit.

The collage features several newspaper pages with various headlines and advertisements. Key elements include:

- Top Left:** A headline "The call of the moun" (likely Mouna) with a sub-headline "Mouna May move to..." and a small photo of a person.
- Top Right:** A headline "Tubilation Mexico" with a small photo of a person.
- Middle Left:** A large advertisement titled "tricked by a tout?" featuring a photo of a man and text about railway tickets.
- Middle Right:** An advertisement titled "Tonight, when you pick up your spoon to eat, remember..." featuring a photo of a man and text about a restaurant or food service.
- Bottom Left:** A small advertisement titled "My best is behind me" featuring a photo of a man and text about a sports event.
- Bottom Right:** A large advertisement for Raymond shirts titled "Raymond promises that you will never get hot under the collar again." featuring photos of men in shirts and text about the brand.

Advertisements in newspapers

One of the important jobs of the managerial staff is to collect advertisements. This they do through an Advertisement Department whose workers call on advertisers, big and small, and persuade them to advertise, saying that their paper reaches a lot of people and people of the right kind, who have money in their pockets and who therefore can buy the products advertised.

And it is advertising which makes the American newspapers have as many as one hundred and twenty to one hundred and sixty pages in their dailies and British papers sixty or eighty pages. Sunday issues in America and Britain sometimes weigh more than a kilo.

It is advertising which keeps newspapers afloat. If you cut out advertising the price of newspapers would have to be raised five, six or even ten times and far fewer people would be able to afford them. Socialist countries like Russia, China, Poland and Viet Nam think advertisements are wasteful and have done away with them. How do they manage? The government feels newspapers are important and so supports them by putting in a lot of funds. The papers are not privately owned. Some organization or State unit runs the paper—like the ruling party, the farmers' union, the army or the youth organization.

Governments are quite big advertisers. As such they have a fair amount of power over the Press. It is difficult to decide whether the good of advertising weighs more than the bad.

The management has other responsibilities too. It must organize the sale of its paper not only in the city where the paper is produced, but also in the region around. This is a tough job and an extremely competitive one. Very early in the morning, when it is still pitch dark, vans carrying newspapers

race up to three hundred kilometres. Sometimes they hire taxis. These vans and taxis are driven hell for leather to try and beat the rival paper. One newspaper in the south used to cover the other southern cities by air. It ran its own fleet first of Herons and then the two-engine DC3 Dakota planes.

The newspaper is deposited at particular points from which the wholesale newsagent collects them. He in turn delivers them to retail newsagents whose job it is to sort out the papers and mark names and addresses on them. Then the delivery boy takes over. His life is a hard one, which begins at about four in the morning, winter or summer, rain or shine, Sunday or weekday. He gets a commission for every paper he sells and it makes a comfortable addition to his income. But it's very hard work.

In Europe most people buy their paper at a stand when going to work and their evening paper when returning home. In India (and also in Japan) newspapers are delivered to the house.

In the world there are widely different levels of advancement and differing ideas on what a newspaper should be—from Japan, where you can read your newspaper off the TV screen, to China where the walls are pasted over with news-sheets.

In most advanced countries newspaper publishing has been accepted as an industry like steel-making, chemicals or textiles. In India, we are in a kind of in-between state—it is an industry and it isn't. We have many small papers, often owned by one person or his family, and run as small family businesses and we also have some firms that are trying to practice what is called 'scientific management', just as big industries do.

6 WHAT IS A GOOD NEWSPAPER?

Now let's examine our newspaper to see if it has the qualities it should. You can, if you like, make up a system of 'points' to judge it.

The front page of a paper is like the show-window of a shop. A great deal of editorial skill goes into it—in choosing the main stories, in dressing them up, in displaying them and, of course, in seeing that they are crisply and well written. If there is competition in a city then the front page should try and avoid looking like one produced by a rival. Also the paper shows its skill by not picking up the obvious story served up by the news agency but finding, if possible, an exclusive new story or giving the accepted main story of the day a fresh angle.

Being a newspaper it must carry the news. Carry it without leaning to any side and carry it briefly and straightforwardly. Its coverage should include the town where it is published, the

The Telegraph

Vanaspoti Jaini
THE LAST
FRUITS
Sema Mastola

LOOK
KINGDOM
OF THE GODS
Diamond Dug
on Taking
to a God

IN
COLOUR
Moon Moon
Son
Shooting
star

EXCLUSIVE
Mohinder Amarnath & Asif Iqbal
report on all
India vs Pakistan matches

Assam rasta
roko partial,
100 arrested

64 massacred
in Shouf
mountains

64 people were massacred in the Shouf mountains in Lebanon, according to a report from the United Nations. The report says that the massacre took place in the town of Marjayoun, which is a strategic location on the border between Lebanon and Syria. The report also says that the massacre was carried out by a group of men who were armed with rifles and handguns. The report says that the men were seen running away from the town after the massacre, and that they were carrying bags of loot. The report also says that the bodies of the victims were found in the town, and that they were in various states of decomposition. The report says that the massacre was a clear violation of international law, and that it was a crime against humanity. The report also says that the United Nations is calling for an investigation into the massacre, and that it is calling for the men who carried out the massacre to be brought to justice.

Police fire on
Pune ayons

Police in Pune, India, have fired on a group of people who were protesting against the government. The protest was taking place in the city of Pune, which is a major industrial and financial center in India. The protesters were demanding that the government take action against corruption and that it improve the economy. The police used tear gas and live ammunition to disperse the protesters. The protesters were injured, and some were killed. The incident has caused a great deal of controversy, and it has led to calls for a investigation into the police's actions.

C. America accord

The United States and Canada have reached an agreement on a new trade pact. The pact is called the North American Free Trade Agreement (NAFTA), and it is designed to eliminate trade barriers between the United States, Canada, and Mexico. The pact is expected to increase trade and economic growth in the region. It is also expected to create new jobs and to improve the standard of living for people in the region. The pact has been a subject of much debate, and it has been criticized by some people who believe that it will harm the environment and that it will lead to the loss of jobs. However, many people believe that the pact will be a great benefit to the region.

Nirankari shot

A Nirankari, a member of a religious sect, has been shot and killed in India. The Nirankari sect is a small, obscure religious group that is based in India. It is known for its strict adherence to the teachings of the Bible, and it is known for its peaceful and non-violent beliefs. The Nirankari sect has a long history, and it has a large following in India. However, it has also been the subject of much controversy, and it has been accused of various crimes. The shooting of the Nirankari was a shocking event, and it has led to calls for a investigation into the incident.

Mao forgotten

The Maoist movement in India has been forgotten, according to a report. The Maoist movement is a small, obscure movement that is based in India. It is known for its violent and revolutionary beliefs, and it is known for its attacks on the government and on the wealthy. The Maoist movement has a long history, and it has a small following in India. However, it has also been the subject of much controversy, and it has been accused of various crimes. The report says that the Maoist movement has been forgotten, and that it is no longer a threat to the government or to the wealthy.

PM wants phone
complaints

The Prime Minister of India wants to know about phone complaints. The Prime Minister is a member of the Indian National Congress, and he is the leader of the government in India. He is known for his strong leadership and for his commitment to the people of India. He has been in office for many years, and he has been responsible for many of the country's most important decisions. He is now asking for information about phone complaints, which are a common problem in India. He wants to know what the problems are, and he wants to know how they can be solved.

Hyderabad quiet

Hyderabad, India, is quiet. The city is known for its rich history and for its beautiful architecture. It is also known for its vibrant culture and for its delicious food. However, it has also been the subject of much controversy, and it has been accused of various crimes. The city is now quiet, and it is no longer a hotbed of activity. This is a good thing, because it allows the city to focus on its development and on its improvement.

COLOR
MAGAZINE

Solar array opened

Insat back
in form

The Indian Space Research Organisation (ISRO) has successfully launched the Insat satellite. The satellite is a communication satellite, and it is designed to provide communication services to the people of India. It is also designed to provide weather information and to provide other services. The satellite is now in orbit, and it is working perfectly. This is a great achievement for ISRO, and it is a great benefit to the people of India.

India shifting
blame, says
Pakistan

Pakistan has accused India of shifting the blame for the recent conflict. Pakistan says that India is trying to shift the blame onto Pakistan, and that it is trying to make Pakistan look like the aggressor. Pakistan says that it was the one that started the conflict, and that it was the one that was responsible for the deaths and the destruction. Pakistan says that India is trying to use the conflict to gain an advantage, and that it is trying to make Pakistan look like the enemy. Pakistan says that it will not let India get away with this, and that it will continue to fight until it has won.

Rains disrupt
Jammu trains

Rain has disrupted train services in Jammu, India. The rain has caused flooding, and it has made the roads impassable. This has led to delays in the train services, and it has caused a great deal of inconvenience for the people of Jammu. The train services are now running on a reduced schedule, and it is expected that it will take some time before the services return to normal.

Radioactive source
found in 4 parts

A radioactive source has been found in four different parts of a building. The source is a small, cylindrical object, and it is made of a radioactive material. It is now being kept in a secure location, and it is being studied by scientists. The source is believed to be a remnant of a nuclear weapon, and it is a very dangerous object. It is important that it is kept safe, and that it is not used for anything other than scientific research.

Assam rasta
roko partial,
100 arrested

100 people have been arrested in Assam, India, for participating in a protest. The protest was taking place in the town of Rosta, and it was a demonstration against the government. The protesters were demanding that the government take action against corruption and that it improve the economy. The police used force to disperse the protesters, and 100 people were arrested. The protesters are now being held in custody, and they are being charged with various crimes.

UN vote put off, setback to US

The United Nations has put off a vote on a resolution. The resolution was proposed by the United States, and it was designed to condemn the Soviet Union for its actions in Czechoslovakia. The resolution was a major victory for the United States, and it was a major setback for the Soviet Union. However, the vote has been put off, and it is now uncertain whether the resolution will be passed. This is a setback for the United States, and it is a setback for the people of Czechoslovakia.

Rengan to attend
UN summit

Rengan will attend the UN summit. Rengan is a member of the Indian National Congress, and he is a member of the government in India. He is known for his strong leadership and for his commitment to the people of India. He is now attending the UN summit, which is a major event in the world. He will be representing India, and he will be working to improve the relationship between India and the United Nations.

Assam rasta
roko partial,
100 arrested

100 people have been arrested in Assam, India, for participating in a protest. The protest was taking place in the town of Rosta, and it was a demonstration against the government. The protesters were demanding that the government take action against corruption and that it improve the economy. The police used force to disperse the protesters, and 100 people were arrested. The protesters are now being held in custody, and they are being charged with various crimes.



A large crowd of people, possibly at a protest or a public gathering.

India shifting
blame, says
Pakistan

Pakistan has accused India of shifting the blame for the recent conflict. Pakistan says that India is trying to shift the blame onto Pakistan, and that it is trying to make Pakistan look like the aggressor. Pakistan says that it was the one that started the conflict, and that it was the one that was responsible for the deaths and the destruction. Pakistan says that India is trying to use the conflict to gain an advantage, and that it is trying to make Pakistan look like the enemy. Pakistan says that it will not let India get away with this, and that it will continue to fight until it has won.

Rains disrupt
Jammu trains

Rain has disrupted train services in Jammu, India. The rain has caused flooding, and it has made the roads impassable. This has led to delays in the train services, and it has caused a great deal of inconvenience for the people of Jammu. The train services are now running on a reduced schedule, and it is expected that it will take some time before the services return to normal.

Radioactive source
found in 4 parts

A radioactive source has been found in four different parts of a building. The source is a small, cylindrical object, and it is made of a radioactive material. It is now being kept in a secure location, and it is being studied by scientists. The source is believed to be a remnant of a nuclear weapon, and it is a very dangerous object. It is important that it is kept safe, and that it is not used for anything other than scientific research.

Assam rasta
roko partial,
100 arrested

100 people have been arrested in Assam, India, for participating in a protest. The protest was taking place in the town of Rosta, and it was a demonstration against the government. The protesters were demanding that the government take action against corruption and that it improve the economy. The police used force to disperse the protesters, and 100 people were arrested. The protesters are now being held in custody, and they are being charged with various crimes.

UN vote put off, setback to US

The United Nations has put off a vote on a resolution. The resolution was proposed by the United States, and it was designed to condemn the Soviet Union for its actions in Czechoslovakia. The resolution was a major victory for the United States, and it was a major setback for the Soviet Union. However, the vote has been put off, and it is now uncertain whether the resolution will be passed. This is a setback for the United States, and it is a setback for the people of Czechoslovakia.

Rengan to attend
UN summit

Rengan will attend the UN summit. Rengan is a member of the Indian National Congress, and he is a member of the government in India. He is known for his strong leadership and for his commitment to the people of India. He is now attending the UN summit, which is a major event in the world. He will be representing India, and he will be working to improve the relationship between India and the United Nations.

Assam rasta
roko partial,
100 arrested

100 people have been arrested in Assam, India, for participating in a protest. The protest was taking place in the town of Rosta, and it was a demonstration against the government. The protesters were demanding that the government take action against corruption and that it improve the economy. The police used force to disperse the protesters, and 100 people were arrested. The protesters are now being held in custody, and they are being charged with various crimes.

Assam rasta
roko partial,
100 arrested

100 people have been arrested in Assam, India, for participating in a protest. The protest was taking place in the town of Rosta, and it was a demonstration against the government. The protesters were demanding that the government take action against corruption and that it improve the economy. The police used force to disperse the protesters, and 100 people were arrested. The protesters are now being held in custody, and they are being charged with various crimes.

Assam rasta
roko partial,
100 arrested

100 people have been arrested in Assam, India, for participating in a protest. The protest was taking place in the town of Rosta, and it was a demonstration against the government. The protesters were demanding that the government take action against corruption and that it improve the economy. The police used force to disperse the protesters, and 100 people were arrested. The protesters are now being held in custody, and they are being charged with various crimes.

Assam rasta
roko partial,
100 arrested

100 people have been arrested in Assam, India, for participating in a protest. The protest was taking place in the town of Rosta, and it was a demonstration against the government. The protesters were demanding that the government take action against corruption and that it improve the economy. The police used force to disperse the protesters, and 100 people were arrested. The protesters are now being held in custody, and they are being charged with various crimes.

Assam rasta
roko partial,
100 arrested

100 people have been arrested in Assam, India, for participating in a protest. The protest was taking place in the town of Rosta, and it was a demonstration against the government. The protesters were demanding that the government take action against corruption and that it improve the economy. The police used force to disperse the protesters, and 100 people were arrested. The protesters are now being held in custody, and they are being charged with various crimes.

Assam rasta
roko partial,
100 arrested

100 people have been arrested in Assam, India, for participating in a protest. The protest was taking place in the town of Rosta, and it was a demonstration against the government. The protesters were demanding that the government take action against corruption and that it improve the economy. The police used force to disperse the protesters, and 100 people were arrested. The protesters are now being held in custody, and they are being charged with various crimes.

Assam rasta
roko partial,
100 arrested

100 people have been arrested in Assam, India, for participating in a protest. The protest was taking place in the town of Rosta, and it was a demonstration against the government. The protesters were demanding that the government take action against corruption and that it improve the economy. The police used force to disperse the protesters, and 100 people were arrested. The protesters are now being held in custody, and they are being charged with various crimes.

Assam rasta
roko partial,
100 arrested

100 people have been arrested in Assam, India, for participating in a protest. The protest was taking place in the town of Rosta, and it was a demonstration against the government. The protesters were demanding that the government take action against corruption and that it improve the economy. The police used force to disperse the protesters, and 100 people were arrested. The protesters are now being held in custody, and they are being charged with various crimes.

Assam rasta
roko partial,
100 arrested

100 people have been arrested in Assam, India, for participating in a protest. The protest was taking place in the town of Rosta, and it was a demonstration against the government. The protesters were demanding that the government take action against corruption and that it improve the economy. The police used force to disperse the protesters, and 100 people were arrested. The protesters are now being held in custody, and they are being charged with various crimes.

Assam rasta
roko partial,
100 arrested

100 people have been arrested in Assam, India, for participating in a protest. The protest was taking place in the town of Rosta, and it was a demonstration against the government. The protesters were demanding that the government take action against corruption and that it improve the economy. The police used force to disperse the protesters, and 100 people were arrested. The protesters are now being held in custody, and they are being charged with various crimes.

Assam rasta
roko partial,
100 arrested

100 people have been arrested in Assam, India, for participating in a protest. The protest was taking place in the town of Rosta, and it was a demonstration against the government. The protesters were demanding that the government take action against corruption and that it improve the economy. The police used force to disperse the protesters, and 100 people were arrested. The protesters are now being held in custody, and they are being charged with various crimes.

Assam rasta
roko partial,
100 arrested

100 people have been arrested in Assam, India, for participating in a protest. The protest was taking place in the town of Rosta, and it was a demonstration against the government. The protesters were demanding that the government take action against corruption and that it improve the economy. The police used force to disperse the protesters, and 100 people were arrested. The protesters are now being held in custody, and they are being charged with various crimes.

Assam rasta
roko partial,
100 arrested

region or state where that town is, and the world. Of course, it can't carry the same amount of news about the world, as about the place where it is printed. But there has to be a reasonable mix, the reasonableness being measured by the aim that the readers must be broadly kept in the know of the big movements in the world—for peace, for war and for human progress in science and culture. That isn't easy as covering news is expensive. The paper must have correspondents, at least part-time, or it must subscribe to a very good news agency and an equally good feature service or several.

The next thing to look for is interpretation or explanation. The problems of today's world, and today's India are so complicated and difficult that it is one of the duties of a newspaper to explain them in such a way that the reader can follow them and draw his own conclusions.

Most newspapers have an editorial page. This usually means an opinion page. On it the paper expresses its own stand, its opinion through editorials. The best editorials are written simply and in language that persuades. You may not agree with a particular viewpoint but by the very fact of helping you to think and disagree, it has done its job.

Besides the editorials there can be other opinion columns in a paper. These 'columns' written by people from the newspaper itself, and sometimes by specialists from outside, not only comment on but also give further details of news items. Some papers carry 'syndicated' columnists, that is columns which are offered to all papers who are willing to pay for them. In fact, it is sometimes said in America that by carrying four or five different columnists with differing views some papers shirk the responsibility of having an editorial view of their own.

चीनी नामों के गलत उच्चारण

चिह्न चीनी नामों के हिन्दी (देवनागरी लिपि) में लिखते समय बहुधा अंग्रेजी का अनुसरण किया जाता है जो सिद्धान्ततः गलत है। चीनी नामों का देवनागरीकरण भी अंग्रेजी के अनुसार किया जा रहा है जिसके कारण चीनी नाम हिन्दी में बहुत अधिक विकृत हो गए हैं। उदाहरण के लिए, पर्थोयुद्ध, तङ्ग, खाओ की प्रत्यक्ष चीनीज, चीनी नामों के गलत उच्चारण

रावली पुल के न खुलने से रोष

बिजनेस के पास गया पर निर्माता रावली ब्रिज पुल ८३ में बनकर तैयार हुआ। पिछले दिनों जिलाधिकारी विजयगौर ने पुल की अनौपचारिक रूप से खोलने की घोषणा की थी लेकिन उसका भी कुछ नहीं हुआ। २५ करोड़ रुपये की लागत से बना यह पुल पिछले तीन महीने में उद्घाटन की प्रतीक्षा में रहा है। सामान्य ट्रक से ही इस पर २० लाख रु प्रतिघण्ट की कमाई हो रही है। पिछले ८ महीने से सा. नि. वि. में भी लिंक मार्ग पर काम बंद कर रखा है।

देवनागरी लिखा जा रहा है। कितना अधिक अनर्थ है। देवनागरी में भी यही सच्चा उच्चारण सुनने का मिलता है।

साँद केवल हुना ध्यान रखा जाए कि चीनी भाषा में केवल अघोष जल्प प्राण तथा अघोष महाप्राण (जिनमें हान्सी है) और घोष ध्वनिमा (अल्प प्राण तथा महाप्राण दोनों) नहीं होती है तो चीनी भाषा का स्वर न होने हुए भी बहुत - सी अक्षर लिपियों से गुना जा सकता है। अर्थात् चीनी भाषा में प्रत्यक्ष अंग्रेजी वर्णमाला के 'पी', 'टी', 'जी' वर्णों के स्थान पर हिन्दी में 'प', 'त', 'क' लिखना चाहिए तथा 'टी', 'डी' के स्थान पर 'फ', 'ध', 'य' लिखना चाहिए। इसके अतिरिक्त 'यक्स' के स्थान पर 'श' तथा 'जै' एवं 'के' संयुक्त रूप के स्थान पर 'च' लिखना जाना चाहिए।

अन्य भाषाओं के नामों को यथा संभव सही-सही लिखना भी उचित है। आवश्यक है जितना कि वर्तनी के अन्य नियमों का पालन।

—डॉ. चन्द्र पोद्दार
राई-८१ राजस्थान
नवी दिल्ली - ११

चिह्नियां

हंदरावाद में वंग

श्री-सिद्धों की यह कल्पना (पृष्ठ १ अक्षरवा) लिखनी सही है कि कुछ मुसलमान अपने को राष्ट्र की मुख्य धारा में नहीं मिला पाते हैं। हिन्दू-मुस्लिम सामुदायिक वर्गों में वंगों की भाँति वंगों में भी हिन्दुओं में अधिक होते हैं। वंग का अर्थ है कि वंगों में सिद्ध अर्थात् मंदर, मृगदास, हंदरावाद और श्रीनगर आदि में ही होते हैं, नवी दिल्ली, बम्बई और बेंगलूर में नहीं जहाँ मुसलमान आबादी में कम हैं। पाकिस्तान में भी तो हिन्दु रहते हैं, जिनकी संख्या सिद्धों की भाँति है। वे तो बहरा राष्ट्र की मुख्य धारा में मिल कर रहते हैं।

जब-जब भारत - पाकिस्तान किशोर या हाकी मैचों में पाकिस्तान की टीम विजयी होती है, भारत में बसे, मुख्य धारा में न मिल सकने वाले मुसलमान, अपने-अपने घरों में बिसे जलाते हैं तथा मिठाइयाँ बाँटते हैं।

कुछ मुसलमान अपने को राष्ट्र की मुख्य धारा में न मिला कर

Reader's letters in a Hindi daily

So much for opinion. But we haven't finished with 'views'. One of the truly important parts of a paper is that which publishes reader's letters. From these the paper can judge its own performance and those in authority (governments, universities, municipalities, for instance) can know how the public feels. An interesting development in many countries is that many papers are now giving more space to reader's letters.

But entertainment includes a lot more—hobbies like

THE GREAT RAIN ROBBERY
 The exciting story of a bank robbery in the rain.

SLAKE IN THE MONKEY'S SHADOW
 A thrilling tale of a man's journey into the unknown.

THE GREAT RAIN ROBBERY
 The exciting story of a bank robbery in the rain.

SLAKE IN THE MONKEY'S SHADOW
 A thrilling tale of a man's journey into the unknown.

THE GREAT RAIN ROBBERY
 The exciting story of a bank robbery in the rain.

SLAKE IN THE MONKEY'S SHADOW
 A thrilling tale of a man's journey into the unknown.

THE GREAT RAIN ROBBERY
 The exciting story of a bank robbery in the rain.

SLAKE IN THE MONKEY'S SHADOW
 A thrilling tale of a man's journey into the unknown.

TINTORERA
 THE THRILLING STORY OF A MAN'S JOURNEY INTO THE UNKNOWN.

THE THRILLING STORY OF A MAN'S JOURNEY INTO THE UNKNOWN.

Subah
 THE THRILLING STORY OF A MAN'S JOURNEY INTO THE UNKNOWN.

Subah
 THE THRILLING STORY OF A MAN'S JOURNEY INTO THE UNKNOWN.

Regal
 THE THRILLING STORY OF A MAN'S JOURNEY INTO THE UNKNOWN.

Regal
 THE THRILLING STORY OF A MAN'S JOURNEY INTO THE UNKNOWN.

Subah
 THE THRILLING STORY OF A MAN'S JOURNEY INTO THE UNKNOWN.

Subah
 THE THRILLING STORY OF A MAN'S JOURNEY INTO THE UNKNOWN.

Chapakyn
 THE THRILLING STORY OF A MAN'S JOURNEY INTO THE UNKNOWN.

Chapakyn
 THE THRILLING STORY OF A MAN'S JOURNEY INTO THE UNKNOWN.

Subah
 THE THRILLING STORY OF A MAN'S JOURNEY INTO THE UNKNOWN.

Subah
 THE THRILLING STORY OF A MAN'S JOURNEY INTO THE UNKNOWN.

What's on at LA

FIFA suspends 4 players

Then there is sport. Millions of people are interested in sport, not just young people but the old and middle-aged as well,

men and women. And sport itself is very wide-ranging nowadays from athletics and archery, through football, cricket and hockey to claypigeon shooting, weight-lifting, sailing, and golf. So leave a good measure of your 'points' for sports—how well it is described, how many sports are covered, how often does it teach people to improve their own game, etc.

Something for which you should hold back your marks—because few Indian papers do anything about it—is money. People must be helped with information about what they can do with their money, where they can invest their savings, why they should insure their lives, how to prepare for retirement, sickness and old age, etc. All this must be written about simply and clearly and with definite advice. Although three financial dailies (*The Economic Times*, *the Financial Express* and the *Business Standard*) are published in the country, their news coverage is limited to government decisions and notifications affecting business and industry and the latter's reaction to these policy decisions.

In other words you judge newspapers against life. You list the things that the average Indian is deeply interested in and compare this with what the newspaper carries. This is more so on Sundays. Because people have more time for reading, the papers carry supplements—some newspapers call it a 'magazine'—and try to cover every kind of interest.

Finally the photographs and other illustrations too must be distinctive. A few Indian newspapers have experimented with more attractive lay-outs but by and large the design and pictorial values remain dull although offset technology, which a good many Indian papers are using today has given quite a lift to the front page (in fact all pages) of Indian newspapers.

7 STATE OF THE PRESS

Let's look at the real state of affairs in India. Our papers are over-involved with only one of our interests—political affairs—and they give it columns and columns of space. Sport is given reasonable coverage but not nearly enough and we don't have (as many countries do) daily papers only about sport, though we have some weeklies. Other interests like travel, money and health are treated very sketchily. In fact, the whole business of leisure and what to do with it isn't given much skilled attention.

Many of our papers don't even have correspondents in the State capitals. Sometimes not even in the four metropolitan cities, Calcutta, Bombay, Madras and Delhi, so that they give very little news from out-of-State. As for the world, their coverage is slipshod with very little judgement or interpretation.

Besides an interest in literature mentioned earlier our language papers show a marked interest in one other thing—

[illegible][illegible][illegible][illegible][illegible][illegible][illegible][illegible][illegible]

স্বাস্থ্য

স্বাস্থ্যের জন্য সর্বোত্তম উপায় হল
 স্বাস্থ্যকর খাদ্য গ্রহণ করা।
 স্বাস্থ্যকর খাদ্য হল যে খাদ্য যা
 শরীরকে সুস্থ রাখে এবং
 রোগের ঝুঁকি কমায়।

স্বাস্থ্য

স্বাস্থ্যের জন্য সর্বোত্তম উপায় হল
 স্বাস্থ্যকর খাদ্য গ্রহণ করা।
 স্বাস্থ্যকর খাদ্য হল যে খাদ্য যা
 শরীরকে সুস্থ রাখে এবং
 রোগের ঝুঁকি কমায়।

স্বাস্থ্যের জন্য সর্বোত্তম উপায় হল
 স্বাস্থ্যকর খাদ্য গ্রহণ করা।
 স্বাস্থ্যকর খাদ্য হল যে খাদ্য যা
 শরীরকে সুস্থ রাখে এবং
 রোগের ঝুঁকি কমায়।

স্টারে

স্টারে স্টারে স্টারে স্টারে
 স্টারে স্টারে স্টারে স্টারে
 স্টারে স্টারে স্টারে স্টারে

স্টারে

স্টারে স্টারে স্টারে স্টারে
 স্টারে স্টারে স্টারে স্টারে
 স্টারে স্টারে স্টারে স্টারে

সত্যি চিহ্ন

সত্যি চিহ্ন সত্যি চিহ্ন
 সত্যি চিহ্ন সত্যি চিহ্ন
 সত্যি চিহ্ন সত্যি চিহ্ন

সত্যি চিহ্ন

সত্যি চিহ্ন সত্যি চিহ্ন
 সত্যি চিহ্ন সত্যি চিহ্ন
 সত্যি চিহ্ন সত্যি চিহ্ন

কুফল

কুফল কুফল
 কুফল কুফল
 কুফল কুফল

কুফল

কুফল কুফল
 কুফল কুফল
 কুফল কুফল

অভিমান

অভিমান অভিমান
 অভিমান অভিমান
 অভিমান অভিমান

অভিমান

অভিমান অভিমান
 অভিমান অভিমান
 অভিমান অভিমান

[illegible]



ಮೂಸ ವಸರನೊಡನೆ ವಲಸೆ

ಮೂಸ ವಸರನೊಡನೆ ವಲಸೆ... (Text continues with details about the film and its cast, mentioning the director and the story line.)

ಚರ್ಮದೇವತೆಗಳ ಕಲಾಪಟೋಕ

ಚರ್ಮದೇವತೆಗಳ ಕಲಾಪಟೋಕ... (Text continues with details about the film and its cast, mentioning the director and the story line.)



ರಂಗರೇಡ್ ರಾಜರಾಜನ ಬಣ್ಣದ ಬಾಳೆ

ರಂಗರೇಡ್ ರಾಜರಾಜನ ಬಣ್ಣದ ಬಾಳೆ... (Text continues with details about the film and its cast, mentioning the director and the story line.)

ಸಿನಿಮಾ ರಂಗ

ಈಗ ಜ್ಯೋತಿಲಕ್ಷ್ಮಿ ಮೇಲೆ ಕಣ್ಣು



ಜ್ಯೋತಿಲಕ್ಷ್ಮಿ ಮೇಲೆ ಕಣ್ಣು... (Text continues with details about the film and its cast, mentioning the director and the story line.)



ಜ್ಯೋತಿಲಕ್ಷ್ಮಿ ಮೇಲೆ ಕಣ್ಣು... (Text continues with details about the film and its cast, mentioning the director and the story line.)



ಜ್ಯೋತಿಲಕ್ಷ್ಮಿ ಮೇಲೆ ಕಣ್ಣು... (Text continues with details about the film and its cast, mentioning the director and the story line.)



ಜ್ಯೋತಿಲಕ್ಷ್ಮಿ ಮೇಲೆ ಕಣ್ಣು... (Text continues with details about the film and its cast, mentioning the director and the story line.)



ಜ್ಯೋತಿಲಕ್ಷ್ಮಿ ಮೇಲೆ ಕಣ್ಣು... (Text continues with details about the film and its cast, mentioning the director and the story line.)



ಜ್ಯೋತಿಲಕ್ಷ್ಮಿ ಮೇಲೆ ಕಣ್ಣು... (Text continues with details about the film and its cast, mentioning the director and the story line.)

films. Films of course, take up much of the imagination of the average Indian. And so our newspapers give quite a lot of space to films, to gossip about the stars, to what new films are being made and so on.

Moreover, newspaper standards vary greatly in our country because there is no proper system of training. Until a few years ago there were hardly any schools of journalism. You were made to learn on the job. The lack of adequate training is a pity because the mass media have a powerful influence on the minds of our citizens. Both in Britain and France the newspaper industry is made, by law, to pay towards training. In socialist countries like Russia, Poland, East Germany and Hungary training is almost essential and very well organized.

Of course, different newspapers should reflect the varying interests of readers—a shopkeeper might be a cricket enthusiast and will want to buy the paper with the best sports page while an economist will be interested in financial news and articles. So the presentation of news and features differs to suit the kind of reader the newspaper is aimed at. Notwithstanding these differences all newspapers must report news accurately, without bias, and views should be expressed thoughtfully and moderately.

Now that you know how to judge newspapers, how to decide whether they're good or bad, go ahead and take a sharp look at them and don't hesitate to criticize them if they fall below your marking level.

Often one hears someone or other railing at 'yellow journalism'. What this means is bad journalism, unworthy journalism, irresponsible journalism. But we have to examine the phrase with care. Quite frequently people who are criticized by a

A page about films and film stars in a Kannada paper

newspaper tend to accuse that paper of yellow journalism. Sometimes a government which has had some of its activities investigated and revealed by probing reporters also comes up with a charge of yellow journalism or irresponsible journalism.

The common meaning of yellow journalism is fairly clear. When newspapers concentrate on the seamy side of life and, in order to attract readers, carry a lot of stories on crime, sex, violence; when they persuade criminals to write their life stories, film stars to reveal everything about their private lives, when they threaten to write nasty things about people unless they are paid to hold off, that is called yellow journalism.

How does one stop it? Well, there are some basic laws about obscenity, libel and so on. But contrary as it may sound, yellow journalism can't be wiped out, maybe even shouldn't be. It has to be tolerated in the interest of free speech and freedom to criticize. If there are too many gagging laws then honest criticism may be throttled. Perhaps the only way to check yellow journalism is for the Press itself to have organizations which keep an eye on newspapers and smack those who walk out of line. This has been tried out in several countries—in India too—but the success is spotty.

8 THE FUTURE

Now that you've heard a lot about newspapers and what they are, the question to ask you is: Would you like to join one and be a journalist?

Somehow there is the stardust of glamour sprinkled on journalism. Almost every week I have young people coming to see me and saying that they want to become journalists. The picture of talking with the great, being on the inside of big decisions, and taking jumbo jets or frail two-engined planes to far away and remote lands isn't at all true of most people who work in a newspaper office or magazine. Much of journalism is hard and humdrum work—there are a lot of backroom jobs in journalism.

Nevertheless, there is something special about journalism. Newspapers, if they are selflessly and fearlessly run, can indeed cross swords with those who do injustices. They can expose

की

आ उबार।
अनभूत।
महासंघ।
मैं गृहमंत्री
को एक घण्टे
के पत्र के
अंतर्निहित
मार्गों की

मंडलाणी ने
क्या है कि
इस की, न
उस के
रिने में भी,
की जाय।
महासंघमंत्री
में स्वयं भेद
इन्हें आस्था-
है कि सर-
में आश्चर्य

सम

साफ रहोगा।
उन में किसी
ना नहीं है।
नव मापमान
में ३ डि. से.

इस विचार के प्रसार के लिए एक
नए विभाग के गठन का प्रस्ताव है।
कांग्रेस (इ) महासंघ श्री
गजनी गांधी ने मिलने के अवसर पर
का स्वागत करते हुए पत्रकारों से

में गजनी श्री आर्यभट्ट ने कहा कि
मिलने के अवसर पर का स्वागत
किया। उन्होंने आशा व्यक्त की कि
गजनी में ६ बन्द मिलने का भी
होना सरकार राष्ट्रीयकरण करनेगी।
(श्री पृष्ठ एक कालम पंक्ति पर)

विश्व के १८५३ में अमेरिका में चल
गया। इस समय में शिक्षा के विषय-
विश्वपाल में है। उन्हें प्रसार
मार्गों की संरचना व उद्देश्य की
भौतिक प्रक्रियाओं के भौतिक
(श्री पृष्ठ १ कालम १ पर)

उपराज्यपाल के आदेश मजाक बने

न नारे मिते, न पोस्टर हटे

नयी दिल्ली, बुधवार (स)।
गत चार अक्तूबर को एक खास
आदेश जारी कर उपराज्यपाल ने
दिल्ली के सभी सार्वजनिक निकायों
को कड़ा निर्देश दिया था कि सार्व-
जनिक भवन, पुल, बाग आदि पर
को पोस्टर या नारे लिखे और सगे
हैं, उन्हें उस दिन के भीतर साफ
कर दिया जाए। लेकिन उस आदेश
के १५ दिन बाद भी धर्म और दोषारी
आदि पर लिखे नारे या पोस्टर उप-
राज्यपाल के आदेश की धिल्ली उड़ाने

रहे हैं।
उपराज्यपाल ने डी. टी. ए. नगर
निगम, नयी दिल्ली नगर पालिका,
डी. टी. सी. लोक निर्माण आदि
विभागों को से आदेश जारी किए थे।
लेकिन उनमें से किसी ने भी उनका
पालन नहीं किया। डी. टी. सी. की
भूमि में लिखे नामों और भग्ने
वाक्यों को देखकर तो खफा हो
किया तो उसके अधिकारियों ने उस
आदेश को पढ़ा नहीं था फिर पड़
कर रड्डी की टोकरी में फेंक दिया।

नारे तो नारे छाड़ी-महा कराने
के विज्ञापन और अस्थायी पोस्टर तक
आज भी उनके स्थान मजबूत हैं।
उपराज्यपाल का आदेश सभी
समाचार पत्रों में पांच अक्तूबर को
प्रमुखता से प्रकाशित हुआ था। कम
२० अक्तूबर को उसे जारी हुए १५
से भी अधिक दिन हो जाएंगे।
अब सवाल यह उठता है कि जब
श्री जगमोहन जैसे अधिकार सम्पन्न
उपराज्यपाल के आदेश की स्थानीय
(श्री पृष्ठ सात कालम चार पर)

The promise of fulfilment

A sample of press freedom in a Hindi newspaper

evils and dishonesty. But there are lots of obstacles to free information. Many powerful interests including those of the newspaper owners themselves, strong pressure of government officials who like to keep things under wraps, the powerful influence of big business houses, international companies and organizations like trade unions, medical associations and even religious bodies—all these can stand in the way but there's always the chance that a paper will be able to carry the truth, expose wrongdoings, voice public grievances, get things put

right, and in the process win the respect of the public. It is this hope that has kept generations of journalists going.

As time marches on journalism tends to become like any other career, any other job. This is inevitable because much of journalism is business and it often gets close to becoming big business. But there is always that little extra zip that makes journalism something young people dream about.

For a country as large as ours when more people can read and write (at the moment it's no more than thirty out of every hundred Indians) there will be a great hunger for news and newspapers. Only about nine million copies of newspapers are printed every day for one hundred and thirty million homes. At present ninety-eight or even ninety-nine per cent of our newspapers are sold and read in towns. In the four cities Calcutta, Madras, Bombay and Delhi alone are sold almost half of all our dailies. Very few of our villagers read newspapers. So it's obvious we've only scratched the surface in Indian journalism.

But it's good to be realistic. You should not go into journalism unless you feel deeply that it is really and truly the way of life for you. Except in a few newspapers the wages are not high and the work is very hard. In the final analysis you choose journalism because you'd never be satisfied doing anything else.

If you do choose it then there's no limit to the excitement. You never feel the difference between a working day and a holiday. You meet lots of interesting people. You are involved in important events. You often get to travel. And you have the thrill of writing. Every day will be an adventure—you will never know what exciting event you will have to cover.

In democratic countries everybody, including governments, have come to accept that the people have the right to know what is happening in the country. People should be able to read in the papers, see on the television screen and hear over the radio what is going on. Government policies must be announced and talked over in public. Some countries even broadcast their Parliament sessions live. Many opinions must survive and have fair play.

This gives a special role to the mass media. Even though the electronic media, TV and radio, have spread like wildfire, newspapers have stood their ground. TV and radio, however, can and have, made papers change, change very much. Newspapers have become more thoughtful, more inclined to carry views, more apt to think of special groups of readers. But neither TV nor radio can push newspapers aside. Newspapers, often very small ones, have always played a very important part in keeping a revolution going. Even under the most oppressive regimes they have circulated secretly.

Journalists, therefore, have a very special responsibility. They are expected to be people with an outside conscience, fearless and fair.

अमरीका को भारत से तैयार माल खरीदने की सलाह

वॉशिंग्टन, २१ जून (एएफ) - अमेरिकी सरकार ने भारत को तैयार माल खरीदने की सलाह दी है। यह सलाह अमेरिकी सरकार के अर्थ विभाग के एक अधिकारी ने दी है।

इसराइली सेनाएं हत्यारे का खंडन

जेरुसलेम, २१ जून (एएफ) - इसराइली सेनाओं ने एक हत्यारे का खंडन किया है।

तिबबती बड़े राज्यों के विभाजन के विरोधी

लद्दाख, २१ जून (एएफ) - तिबबती बड़े राज्यों के विभाजन के विरोधी हैं।

अमरीका को भारत में संगठित हथियारों की आपूर्ति

वॉशिंग्टन, २१ जून (एएफ) - अमेरिकी सरकार ने भारत में संगठित हथियारों की आपूर्ति की सलाह दी है।

अमरीका को भारत में संगठित हथियारों की आपूर्ति

वॉशिंग्टन, २१ जून (एएफ) - अमेरिकी सरकार ने भारत में संगठित हथियारों की आपूर्ति की सलाह दी है।

ADMISSION NOTICE

GOVERNMENT OF INDIA & INDIAN UNION STATES
RECOGNIZED COLLEGES, DEPT. OF EDUCATION

... (text continues) ...



... (Arabic text) ...

... (Arabic text) ...

... (Arabic text) ...

... (Arabic text) ...

A Calculator is good when it is reliable

Calculators help you to control results.

What every woman dreams of

A Newton Man

Motors for every application

- Running Motors duty
- Pumping Motors
- Compressors
- Machine Tools

Single phase 1/2 H.P. to 2 H.P. 3 phase upto 1000 H.P.

CHARMS PRESENTS SIX CONTEMPORARY BENGALI PLAYS.

Festival of Bengali Theatre organised by 'AHAWAN' in aid of 'Old Artists' Benevolent Fund'

Dates: 1st June to 8th June, 1965
Venue: Kala Mandir, Calcutta
Time: 6.30 p.m.

Arup Chandra Mahapatra: இஸ்ரோலுடன் சமாதானம் பற்றி ஆலோசனை

... (text continues) ...